

# Seattle Farmers Market Association



Building Community One Farmers Market at a Time

January 25, 2011

Dear Returning & Prospective Vendors,

Welcome to the 2011 Farmers Market Season of the Seattle Farmers Market Association. We operate the Ballard, Wallingford, Olympic Sculpture Park, Madrona and Georgetown Farmers Markets in the city of Seattle. Attached is our application for vendor participation in any of our farmers markets for 2011. All vendors, new and returning **must** complete this entire application. Please read everything thoroughly. **There are significant changes to the 2011 application procedures, and new policies you need to be aware of.**

**New this year, no vendor will be permitted to sell any product, at any of our markets, without prior approval.** Be sure to list **all** products you plan to sell at any of our markets during 2011, regardless of the type of vendor you are. **Be detailed and thorough!** If you have not grown kohlrabi before, and you plan to this year, it needs to be on your list. List every herb, every bean, and every type of baked good, sauce, condiment or pickled thing. After we review your application, you will be informed which of your products will be allowed. Our obligation is to assure a proper balance of vendors and products at each of our markets to promote a positive experience for every vendor at our markets. If you wish to add a new product later in the season, not on your initial application or not approved by us, you **must submit a request in writing**, for **each** new product(s) and supply an ingredients/source list, to the market management and receive approval **before** you can bring that product to any market. **Please plan ahead!** (It's not nice to surprise the market manager).

**Also NEW**, it is **required of all** food processors and prepared food vendors **to supply a list of every product, an ingredients list, and the source of those ingredients identified**, for **each** product you wish to bring to market. We are dedicated to supporting Washington family farms, and we want to help you to do that as well. Please fill out the attached application **completely** before returning it. Incomplete applications will result in a delay or denial of your market participation, regardless of your seniority at the market.

**Avoid delaying your start date.** When you send in the application, include copies of **all** permits, licenses, lease agreements, ingredients lists, certifications, etc. (*The Seattle-King County Public Health permitting requirements are being changed for many vendors, and proof of proper permits must always be on site at the market or you could be fined.*) **If your application is missing information or fee, a delay will likely result. The application and non-refundable fee of \$40 is due by 2/28/11.** Applications submitted after that will date require a \$50, non-refundable fee.

**Sign every page of the application where indicated. We expect you to always conduct yourself according to our Market Rules and within the regulations that govern**

Ballard, Madrona, Wallingford, Georgetown and Olympic Sculpture Park in Belltown

P O Box 17495

Seattle, WA. 98127

206 782 2286 Email: sfmamarketmaster@gmail.com

**your product.** This will help us in our efforts to develop a farmers market that provides you and your fellow vendors, all your customers, and the market community, a sustainable and enjoyable weekly event. We believe these changes will be the best way for us to help everyone to be successful.

**Two more changes** we want you take notice of: **1)** We will be implementing a Credit/Debit/EBT Card program for the weekday markets this year. If this turns out to be as helpful as we hope in increasing vendor sales, we will also bring it to Ballard. **2)** As most of you know, we have not raised the fees at our markets for over eight seasons. We regret that we have to do so this year. The increase will be effective starting April 1, 2011. We worked out what we feel is a minimal increase amount. Thank you for your understanding, and for your efforts. Please read the Sliding Fee Schedule to avoid any confusion.

Finally, I have included a flyer from King County describing a new USHHS Grant program that will underwrite the costs of a new EBT-SNAP/credit/debit card wireless machine during 2011. it is administered by King County Ag Dept. and Public Health Seattle/King County. The help offered will include covering the costs for the whole 2011 season, along with their consultations and training. If you haven't heard this already, the State of Washington WIC and Senior Nutrition program is scheduled to transition to plastic cards in 2012, and this can help your business to adjust easily when that happens. We at SFMA believe this could be a very good way to position yourselves to increase your sales on many levels. Please read this through, and give it your consideration.

Thank you for all your efforts. 2011 will be a great year. The SFMA staff: Loretta, Jessica, Ben, Judee, Gil, Austin, Tyler, Schuyler, Zach, Candace and I look forward to working with you.

Best Regards,

Judy Kirkhuff  
Market Master



**King County**

# **This market is part of a new project that can help increase your sales at participating farmers markets!**

## **What is the project?**

The King County Farmers Market Access Project's goal is to help make it easier for market vendors to sell fresh, healthy food to shoppers using electronic cards and food assistance checks. King County received a grant to work with a group of farmers markets and their vendors to start using wireless machines for EBT (food stamps), credit and debit as well as to start accepting WIC checks.

## **What are the costs?**

The project will cover much of the cost to participate during 2011 (about \$250 to start up & most monthly fees). It will help with purchasing or renting a wireless machine to use at one of the markets below. You can also use the machine at other markets or your farm stand. For the 2011 season fees related to the EBT cards are fully covered. You can also accept debit and credit cards, but those fees are NOT covered by the grant and will be your own expense.

## **What do you need to do?**

1. **Sign up to accept EBT (food stamps)** and credit/debit cards. **Only vendors at the farmers markets in south King County and central/south Seattle can participate.**
2. **Apply for a wireless POS machine.** We will help you get started.
3. **Sign up to accept the new monthly WIC Fruit and Vegetable checks** (This is a new and different program from the farmers market checks you may have gotten in the past).

We provide you training and support to get you started. We market the project, you sell your products!

## **This project is ONLY at these participating farmers markets:**

**Madrona Farmers Market  
Georgetown Farmers Market  
Des Moines Farmers Market  
Kent Farmers Market**

**Clean Greens Farm and Market  
Renton Farmers Market  
Federal Way Farmers Market  
Maple Valley Farmers Market**

**Columbia City Farmers Market  
Burien Farmers Market  
Auburn Int'l Farmers Market**

## **Who can participate:**

- Sell at one of the participating farmers markets
- Must sell EBT(food stamp) eligible food – food to eat at home such as fruits, vegetables, meat, bread, jams, dairy, etc. Ready-to-eat prepared foods, alcohol and non-food items are **not** eligible.
- Agree to the rules of the program
- **INTERESTED BUT NOT SURE YOU QUALIFY?** **Want to learn more?**  
Contact Karen Kinney at 206-263-6429 or [karen.kinney@kingcounty.gov](mailto:karen.kinney@kingcounty.gov)

*Made possible by funding from the Department of Health and Human Services and Public Health - Seattle & King County.*

## 2011 Seattle Farmers Market Association Rules

Our goal is to be a fun place for honest selling and buying. We favor common sense, courtesy and intelligence over excessive bureaucracy. Our aim is to make the experience rewarding for all. If you are accepted as a vendor, you will receive a confirmation and notice of procedures to follow. Compliance with these market rules will insure safety and fairness for everyone. We do not accept franchises or out-of-state businesses. Your comments and suggestions are invited as we grow and evolve.

### What can be sold at the Farmers Markets:

- ❖ Fresh fruits, vegetables, flowers, meats, eggs, honey, nuts, herbs, and plants raised by the vendor from Washington State farm land only
- ❖ Handmade crafts or foods derived from the produce grown by the vendor (Value-Added Farm Products) from Washington State farm land only
- ❖ Processed foods, flowers, herbs, wines/beers/spirits prepared by the vendor living in Washington State only
- ❖ Handmade products crafted by vendor, or vendor's family, living in Washington State only
- ❖ Products foraged/caught by vendor, i.e., mushrooms, herbs, fish, etc. within Washington State only.

#### **No Endangered Species!**

**PRODUCE SOLD AT FARMERS MARKETS MUST BE ACTIVELY CULTIVATED OR FORAGED BY PARTICIPATING VENDORS.** NOTHING purchased for resale may be sold. ALL VENDORS MUST SUBMIT A COPY OF CURRENT DOCUMENTATION VERIFYING CULTIVATION IS BY VENDOR WITH THIS APPLICATION. This may be an ORGANIC CERTIFICATION from WSDA/USDA, or a State NURSERY LICENSE, PESTICIDE APPLICATION LICENSE, a legal LEASE of property, State of WA FISHING BOAT REGISTRATION, and/or other documents deemed acceptable by the Market Master. All vendors are subject to inspection at any time by authorized Market staff. No selling of live animals allowed. Visitations of farms/place of business will be conducted at the discretion of the market staff any time during the year.

**VENDORS MUST HAVE ON SITE** a copy of every license legally required by the USDA, State of Washington, King County, and City of Seattle to conduct business. The Master will be the final arbiter of any disputes related to compliance with this important rule. **SAMPLING** requires vendor to have a hand wash set-up that will be approved according to specifications of the Seattle-King County Department of Public Health.

**ALL PRODUCTS MUST BE OF THE HIGHEST QUALITY.** Produce must be fresh and have no residue that cannot be removed by normal washing. The Market Master will be the final arbiter of any issues regarding quality. The success of the market, and the vendor, depends on its reputation for **consistently having the** highest quality product. All vendors are subject to inspection, at any time, by authorized market staff.

**PROCESSED/PREPARED FOODS MUST BE MADE BY THE VENDOR FROM RAW INGREDIENTS.** It is **preferred** that primary ingredients be grown/produced in the State of Washington. Priority will be assigned according to the number of ingredients from local sources used in product. All food vendors must comply with every guideline and requirement of the FDA, WSDA, City of Seattle, the Seattle-King County Dept of Public Health, and any other legal authority with jurisdiction over the product. A letter of verification that your product is prepared in a commercially certified kitchen must be supplied to the market with the application. It is the vendor's responsibility to know all rules and regulations governing their products, and to have copies of all required permits and licenses available at their space **AT ALL TIMES**. **COPIES OF ALL CERTIFICATIONS MUST BE MADE AVAILABLE TO MARKET STAFF UPON REQUEST.** All processed foods require labeling that complies with all state and local labeling codes. **A hand wash set-up is required before you may sample your products.** Please check with market manager for access to toilet and washing facilities available for emergency use by food vendors. Refer to the Health Department Checklist and the WSDA Small Farm & Direct Marketing Handbook (the 'Green Book') for details.

**FARMERS ARE GIVEN PRIORITY FOR SPACE AVAILABILITY.** It may become necessary to decrease the number of non-farm vendor space at anytime during the market season. Allocation of space will be made based on the goal of honoring the longevity of the market vendor and diversity of products offered. The decision of the market master will be final.

**ALL VENDORS ARE REQUIRED TO ADVERTISE AND RESPOND TO CUSTOMERS' QUESTIONS TRUTHFULLY.** A product may be labeled "Organic" and/or "Transitional" ONLY if a copy of the State Certification has been supplied to the Market Master. Any vendor making a false claim related to these official designations will be operating illegally, and will be asked to pack up and leave the premises immediately. Expulsion will be permanent if verification is not supplied to the Market management before the following week opening of Market. Bags or wrappers may not have the word "Organic" at a stall that is not certified. **Copies of all certifications and licenses must be posted clearly in the vendor stall so as to be readily seen by customers.**

**ABSOLUTELY NO HAWKING IS ALLOWED.** Vendors may not speak louder than a conversational tone to customers. Vendors are not allowed to call out loudly to customers as they pass, to walk among customers to sample or promote products. Sampling is to be offered from the vendor space only. **Disparaging other vendors' products is NOT an acceptable selling technique.** Vendors should keep in mind that diversity and creativity is a goal of the market, and variety is encouraged; politeness and respectful regard for other vendors' products is expected as part of professional selling demeanor.

**NO PRICE DUMPING IS ALLOWED.** Pricing of vendor products is the responsibility of the individual vendor. Prices **must** be displayed clearly. We encourage vendors to set prices within a range of 15% of the retail prices of like produce sold in the areas surrounding each of the farmers markets. Competition should be based on product quality, actual costs of production and creative displays rather than simply undercutting prices of another vendor. Prices set lower than 15% of the area prices will be investigated for possible dumping criteria. Vendors who fail to bring prices to within this range, if requested by the Market staff, will be asked to cease operations immediately, and leave the premises. **DROPPING PRICES AT THE END OF THE DAY IS STRONGLY DISCOURAGED.** This action promotes late customer attendance, as well as creating an undesirable impression that prices throughout the Market are negotiable.

**VENDOR SIGNS ARE REQUIRED AND ALL DISPLAYS SHOULD BE NEAT AND PLEASANT. The Farm/Business name must be visible to all customers.** Displays/signs must allow for clear visibility for all booths. Sides for canopies should only be used for extreme weather protection as needed. Canopy walls tend to limit the line-of-sight of a large, robust, and varied market. Use of clear materials for walls is highly recommended. We ask you to consider this request when designing your display. **Prices need to be visible to customers. Scales must be accurate,** maintained according to state law, and **located so customers can see weights** while transactions are being conducted.

**SAFETY IS PARAMOUNT IN ALL OPERATIONS OF THE MARKET.** The sidewalks and fire lanes must be kept clear at all times. **CANOPY WEIGHTS ARE REQUIRED** (a MIN. of 25 lbs per leg). **ANY CANOPIES NOT WEIGHTED ADEQUATELY MUST BE REMOVED IMMEDIATELY UPON REQUEST OF MARKET STAFF.** **Always check in** with market info desk for directions before setting up each week. Our agreement with the market neighbors does not allow setting up earlier than the time specified. **NO SMOKING** and **NO PETS** are allowed in the market site at any time, including load-in and load-out. Loading/unloading procedures and arrival times are different at each market. Our agreements with the market neighbors frequently have specific times for the area to be clear of vehicles and equipment. Site-specific directions for loading will be provided by the market staff, and compliance with all requests and directions is mandatory. Uncooperative behavior will not be tolerated, and can be reason for expulsion. **VIRUSES, FLUS AND OTHER CONTAGIONS** are more of an issue for everyone than ever before. If you are ill, please stay home and call the market master to cancel as soon as you can. Food is everywhere at the market. Sneezing, coughing, spitting and other unsanitary behaviors can be detrimental for business at the market. Responsible conduct when ill, as well as common sense hygiene practices, is just part of professional behavior and is expected from our vendors when dealing with the public and fellow marketers.

**SELLING TIMES ARE RESTRICTED TO THE HOURS OF EACH MARKET.** Compliance with this rule is required. **VENDORS ARE REQUIRED TO STAY UNTIL THE END TIME OF THE MARKET.** Permission for early departure may be arranged with the market manager, in the event that a vendor completely sells out. Fines of \$50 for the first violation will be doubled for any subsequent violation of this rule. All fines must be paid before vendor will be allowed to sell again at the market. Special circumstances may arise, and should be discussed with market master. An exception to this rule is allowed for sales to other vendors, or for commercial sales, or for sales to chefs.

**HAUL YOUR WASTE HOME WITH YOU,** including all trash, compost and recycling. Every vendor is responsible for keeping their vendor space clean and attractive during the day, and leaving the space clean at the end of the day. A tarp, broom, and garbage bags should be part of your equipment. The garbage cans and dumpster are for customer trash only. Every vendor is expected to **leave no mess behind** at the end of the day. **TAKE IT WITH YOU.** A FINE of \$50 WILL BE ASSESSED any vendor using the dumpster/garbage bins, or if trash is left behind at your space. All fines must be paid before vendor will be allowed to sell again at the market. **EACH OF US IS RESPONSIBLE FOR MAINTAINING A CLEAN, TIDY, AND SAFE MARKET.**

# 2011 HEALTH DEPARTMENT CHECKLIST FOR SEATTLE FARMERS MARKET ASSOCIATION VENDORS

**THIS CHECKLIST IS TO BE FILLED OUT, SIGNED & RETURNED WITH YOUR COMPLETED APPLICATION FORM WITH COPIES OF REQUIRED DOCUMENTS**

**ALL VENDORS SELLING ANY TYPE OF FOOD PRODUCT MUST COMPLY WITH SEATTLE-KING COUNTY HEALTH DEPT (SKCDPH) Rules, Procedures, Permits Required, and Mandatory Equipment.** It is the vendor responsibility to be aware of, and to be in compliance with, all permit and license requirements. It is the market responsibility to verify daily that every vendor adheres to all the stipulations. Any corrections needed, must be completed before being allowed to sell and/or sample their product at the market. Any vendor not making corrections will be asked to stop selling, to pack up their display, and to leave the premises immediately.

## **SAMPLING**

Anyone offering samples must meet the following Health Dept. Guidelines.

You must **have on site** the following equipment to each market where you plan to sample:

- ☐ **Hand Wash** setup (warm water, catch bucket, soap, paper towels) -- even if no permit is needed.
- ☐ **Protection Guard** for items being sampled
- ☐ **Equipment to cut and display** samples to avoid finger contact, including: gloves, tongs, cups or toothpicks and appropriate trash container to collect items used for samples, e.g. toothpicks
- ☐ **All PRODUCE MUST BE WASHED ON SITE**, you must check with the Market Manager for sink
- ☐ I will have provisions that there will be **NO BARE HAND CONTACT WITH PRODUCT**

## **CHEESE & MILK PRODUCTS**

The Health Dept requires one of two permits based on the type of cheese and how it will be sold. You need to contact the SKCDPH to determine the correct permit for your products.

- ☐ I have included a copy of the SKCDPH Farmers Market permit with the application.
- ☐ I have a copy of the SKCDPH Farmers Market permit that will be on site at all times.
- ☐ I have a WSDA Milk Processing License
- ☐ I will have a cooler or equipment to keep my product at 41° or below on site.
- ☐ I will have provisions that there will be **NO BARE HAND CONTACT WITH PRODUCT**

**Cheese sampling**, please follow the guidelines in the sampling section.

## **MEAT**

### **Meat, poultry, eggs, fish, shellfish, etc.**

The Health Dept requires one of two permits based on the type of product and if product is sold fresh or frozen. **Everything MUST be wrapped and labeled.** You need to contact the SKCDPH to determine the correct permit for your products.

- ☐ I have included a copy of USDA/WSDA processor/egg license submitted with my application.
- ☐ I will have a copy of USDA/WSDA processor license on site at all times.
- ☐ I have included a copy of the MPRAF King County Health Dept permit with my application.
- ☐ I have a copy of the MPRAF King County Health Dept permit that will be on site at all times.
- ☐ I will have an approved cooler and/or proper equipment to keep my product at 41° or below on site.
- ☐ I will have provisions that there will be **NO BARE HAND CONTACT WITH PRODUCT**

2011 HEALTH DEPARTMENT CHECKLIST  
FOR SEATTLE FARMERS MARKET ASSOCIATION VENDORS  
**THIS CHECKLIST IS TO BE FILLED OUT, SIGNED & RETURNED WITH YOUR  
COMPLETED APPLICATION FORM WITH COPIES OF REQUIRED DOCUMENTS**

## Processed Food

### **Baked goods, bread, canned/jarred food, filled pasta, salsa / dips, chutneys, etc.**

The Health Dept requires one of two permits based on the type of product and if product is sold fresh or frozen. For appropriate **wrapping and labeling requirements** and to determine the **correct permit** for your products, you need to contact the SKCDPH.

- ☐ I have included a copy of my WSDA Food and/or Milk Processor License, if applicable.
- ☐ I have included a copy of my Certified Kitchen County Permit and/or lease with certified kitchen.
- ☐ I have a copy of SKCDPH Farmers Market permit that will be on site at all times.
- ☐ I will have a cooler or equipment for product requiring cooling to keep them at 41° or below on site.
- ☐ I will have onsite all recipes listing all ingredients or a product label with all ingredients listed.
- ☐ **Unlabelled** cans, bottles, containers or jars **will not be displayed on my table.**
- ☐ I will have **Sneeze protection** for displayed product that is not fully wrapped at production site.
- ☐ I will have provisions that there will be **NO BARE HAND CONTACT WITH PRODUCT**

## Prepared Foods

### **Hot or cold food meant to be consumed on site**

The Health Dept requires one of two permits based on the type of product. You need to contact the SKCDPH to determine the correct permit for your products. Ingredients must be prepared for cooking in a County certified kitchen.

- ☐ I have included a copy of my Certified Kitchen County Permit and/or lease with certified kitchen.
- ☐ I have a copy of SKCDPH Farmers Market permit that will be on site at all times.
- ☐ I have a copy of the Seattle Fire Department Permit and an approved Fire Extinguisher
- ☐ I will have a cooler or equipment to keep my product at 41° or below on site.
- ☐ I will have equipment to hold cooked food temperature at above 160°
- ☐ I will have **Sneeze protection** for displayed product that is not fully wrapped at production site.
- ☐ I will have provisions that there will be **NO BARE HAND CONTACT WITH PRODUCT**

ALL OTHER REGULATIONS & RULES FOR FARMERS MARKETS VENDORS ARE  
AVAILABLE FROM THE HEALTH DEPARTMENT

**I have read and will comply with the above requirements as it pertains to the products I sell:**

Company \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_



# SEATTLE FARMERS MARKET ASSOCIATION

*Building Community One Market at a Time*

## 2011 SEASON APPLICATION

**Attach the "2011 Health Department Checklist" to this completed application**  
**Application deadline Monday, February 28, 2011**  
**Applications received after 2/28 requires a non-refundable \$50 Registration Fee**

Please Print Clearly

DATE: \_\_\_\_\_

Farm/Business Name

Owner/Operator Name

Mailing Address

City

County

Zip Code

Farm/Greenhouse/Production Site Address (Attach additional page if necessary) City County Zip Code

10-digit Telephone #

Alternate #(cell,etc)

State UBI NO

Email Contact/Twitter Account Name

City of Seattle Bus License

### VERIFICATION OF PRODUCTION BY VENDOR:

Please send copy of applicable certification according to the attached rules.

List applicable certification enclosed: \_\_\_\_\_

# of Acres (or other Measure) You Currently Have in Production: \_\_\_\_\_

Check the General Category of your Farm's Majority Produce:

☐ ROW CROPS

☐ ORCHARD/FRUIT/BERRIES

☐ MILK/CHEESE/EGGS

☐ MEATS/POULTRY/RABBIT/SEAFOOD

☐ WINE/CIDER/BEER

☐ HONEY/WILDCRAFTED EDIBLES

☐ VALUE-ADDED PRODUCTS

☐ OTHER (Description) \_\_\_\_\_

**ATTACH A PRODUCT LIST WITH A FULL LIST OF INGREDIENTS.** Also required is the **source of each of those ingredients.** We are dedicated to supporting Washington family farms, and we want to help you to do that as well. Please prepare a complete list of your products. Incomplete applications will result in a delay or denial of your market participation, regardless of your seniority at the market.

**Approval for each product listed will be given in writing after reviewing your list. You may not bring a product to sell at Market that is not approved in writing by SFMA.**

**LIST THE FOLLOWING FOR EACH PRODUCT**

**NAME**

**INGREDIENTS**

**SOURCE FOR EVERY INGREDIENT**

Attach additional page if necessary



# SEATTLE FARMERS MARKET ASSOCIATION

*Building Community One Market at a Time*

## 2011 SEASON APPLICATION

**Attach the "2011 Health Department Checklist" to this completed application**  
**Application deadline Monday, February 28, 2011**

Please indicate estimated date(s) next to the market(s) you are requesting to attend

Ballard      Wallingford      Madrona      Georgetown      Interbay

PLEASE LIST NAMES OF ALL PEOPLE WHO YOU EXPECT TO SELL FOR YOU:

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*Attach additional page if necessary*

Please list all markets and dates you will vend at this 2011 Season.

<u>Products</u>	<u>Market/Location</u>
<u>Products</u>	<u>Market/Location</u>
<u>Products</u>	<u>Market/Location</u>
<u>Products</u>	<u>Market/Location</u>

*Attach additional page if necessary*

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Please list all markets and dates you have participated in during the last three years.

2010 Season:

<u>Products</u>	<u>Market/Location</u>
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2009 Season:

<u>Products</u>	<u>Market/Location</u>
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*Attach additional page if necessary*

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I certify that I, and/or my family, grow all produce in Washington State on land that I legally own or lease. And/or I make all food products that I offer for sale from raw ingredients, in the State of Washington. I also certify that all items I offer for sale comply with all other requirements as detailed in the 2011 Seattle Farmers Market Association Rules. I have read, understand, and I agree to abide by the rules. I understand that to maintain my seniority standing I will submit this completed application by February 28, 2011.

# 2011 SEATTLE FARMERS MARKET ASSOCIATION VENDOR FEES

**VENDOR STALL FEES:** A non-refundable registration fee of \$40 is due with the application by 2/28/2011. The daily fee is assessed at approximately 7% based on a range of Gross Daily Sales that must be reported daily. Vendor fees start with a minimum fee of \$25, to a maximum of \$180. To assure a space in the market(s) you wish to attend, a prepayment of the \$25 minimum fee is due at least one week in advance before the date you want to start at market. Applications received later than 2/28/11 require a non-refundable registration fee is \$50.

## Table of Fees

TOTAL GROSS SALES	FEE	TOTAL GROSS SALES	FEES
\$ 0 - 350	\$ 25	\$ 1326 - 1400	105
\$ 351 - 425	30	1401 - 1475	110
\$ 426 - 500	35	1476 - 1550	115
\$ 501 - 575	40	1551 - 1600	120
\$ 576 - 650	45	1601 - 1650	125
\$ 651 - 725	50	1651 - 1710	130
\$ 726 - 800	55	1711 - 1770	135
\$ 801 - 875	60	1771 - 1850	140
\$ 876 - 925	65	1851 - 1900	145
\$ 926 - 1000	70	1901 - 1960	150
\$1001 - 1050	75	1961 - 2025	155
\$1051 - 1100	80	2026 - 2075	160
\$1101 - 1150	85	2076 - 2150	165
\$1151 - 1200	90	2151 - 2200	170
\$1201 - 1276	95	2201 - 2250	175
\$1276 - 1325	100	2251 - 2300	180

Fees are Capped for Sales of over \$2300 at \$180.

Each vendor is responsible for making a report of sales, whether or not a percentage fee is due. **A \$50 late fee** will be assessed any vendor who leaves without making a report of sales and/or payment. Assignment for a future week is contingent on pre-payment of the \$25 Minimum Fee, reporting your current day's sales, and payment of the appropriate percentage fee, if due, within an hour after the close of market. This deposit is sacrificed if a vendor does not attend when scheduled without providing timely notification to market staff.

**Clean up and take your garbage with you at the end of every day.** Vendors must leave their space clean at the end of the day; failure to comply with this requirement will result in a fine of \$50. Any vendor using the market trash bins will be fined \$50.

Vendors are expected to comply with market staff requests and directions at all times. **Vendors' vehicles must be parked so as not to interfere with customer parking.** A vendor who disregards this consideration will be assessed a fine of \$50. If you have any questions about where to park, please contact the market staff.

**Selling times are restricted to the hours of each market.** This rule is mandatory. A fine of \$50 will be assessed for any violation of this rule. Fines must be paid before vendor will be allowed to return to sell at the market. Expulsion can result for subsequent violations of this rule. Exceptions for special circumstances should be arranged with the market master prior to sale. Sales to fellow vendors and to local Chefs are exempt, and **can be conducted outside market hours.**

The SFMA reserves the right to conduct an audit of vendor sales at any time during the market season. Refusal to allow an audit will be grounds for expulsion. An annual report of Sales by Vendor will be provided, upon request, for a fee of \$50.

Upon request of the vendor, a contiguous 2<sup>nd</sup> stall may be arranged, **if space is available.** A \$35 surcharge fee for a double space will be charged in addition to the sliding fee based on the total daily sales.

# Seattle Farmers Market Association 2011 CONTACT & MARKET INFO

## 2011 MARKETS

### Ballard Farmers Market

5300 Ballard Ave NW  
Sundays, Year Round  
Sales Hours: 10 am to 3 pm

### Madrona Farmers Market

1126 Martin Luther King Jr Way  
Fridays, May 20 - Sept 28  
Sales Hours: 3 pm to 7 pm  
Loading Times 1 to 2 pm

### Georgetown Farmers Market

6000 Alaska Way South  
Saturdays May 21 - October 1  
Sales Hours: 10 am to 3 pm  
Loading Times: 7 to 9 am

### Wallingford Farmers Market

To be Announced.  
Wednesdays June 1 - Sept 26  
Sales Hours: 3:30 pm to 7 pm  
Loading Times 1 to 2 pm

### Interbay Farmers Market

2001 15<sup>th</sup> Ave West  
Thursdays, June 9 – Sept 29  
Sales Hours: 3 to 7 pm  
Loading Times: 1 to 2 pm

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## 2011 CONTACT INFORMATION

### Make checks payable & mail to:

SFMA  
P O Box 17495  
Seattle, WA 98127  
Email: [sfmamarketmaster@gmail.com](mailto:sfmamarketmaster@gmail.com)

### MARKET DAY ONLY CELL PHONE (No Texts Accepted) 206 250 0609

*(Number to Call and leave a message if you're running late)*

### MARKET STAFF:

Market Master  
Fremont Market Manager  
Mid-Week Market Manager  
Crafts Manager  
Market Manager/Music Coord.  
Assistant Market Manager  
Street/Signs/Site Manager  
Farm/Chef Liaison, Comm. Dir.  
Site Attendants  
Market Organizer

Judy Kirkhuff  
Dour Farr  
Jessica Vets  
Loretta Williams  
Ben Chandler  
Gil Youenes  
Gil Youenes  
Zach Lyons  
Austin, Schuyler, Tyler  
Jon Hegeman

Market Day Cell: 206-250-0609  
Market Day Cell: 206-853-4726

# SEATTLE FARMERS MARKET ASSOCIATION

## SAFETY

**SAFETY IS PARAMOUNT IN ALL OPERATIONS OF THE MARKET.** The sidewalks and fire lanes must be kept clear at all times. The market staff is familiar with all the requirements of the site that keep us in compliance with our permits and safety regulations, as well as any property owner stipulations. **COMPLIANCE IS EXPECTED AT ALL TIMES WITH ALL STAFF REQUESTS** on the part of all participants at the market.

**ALL VENDORS SELLING/SAMPLING ANY TYPE OF FOOD PRODUCT MUST COMPLY WITH SEATTLE-KING COUNTY HEALTH DEPT AND MARKET Rules, Food Handling Procedures, Permit, and Equipment Requirements.** Professional food handling procedures are required at all times. Market staff will not train vendor representatives. **It is the vendor responsibility to be aware of and be in compliance** with all permit and license requirements. Copies of **all permits must be on site**. The market's responsibility is to check that every vendor adheres to all these stipulations. Any corrections needed, must be completed before being allowed to sell and/or sample at the market. Any vendor not making corrections will be asked to stop selling, to pack up their display, and to leave the premises immediately. Bare hand contamination must be avoided. **King County is a "2 time hand-wash County"**. This requires hand washing before leaving the restroom and again before touching food back in your space. See the market staff for instructions and directions regarding location of plumbed sanitary facilities. See the Health Dept if you have any questions. **Additional inspection fees and/or fines can be imposed for violations of food handling procedures.** **SAMPLING OF MELONS IS NOT ALLOWED AT ANY TIME** by order of the State Board of Health.

**CANOPY WEIGHTS ARE REQUIRED AT ALL TIMES (a MIN. of 25 lbs per leg). ANY CANOPIES NOT WEIGHTED ADEQUATELY MUST BE REMOVED.** Weights must be attached immediately upon raising your canopy, and should be removed just before collapsing the canopy at the end of the day. Do not leave your canopy unattended without weights attached. Winds can carry away a canopy at any time. In the event of heavy winds, you will be expected to comply with any request made by the market staff to take down your canopy. **THIS IS A STIPULATION OF OUR INSURANCE COVERAGE AND IS NOT NEGOTIABLE.**

**SELLING TIMES ARE RESTRICTED TO THE HOURS OF EACH MARKET.** Compliance with this rule is expected. Fines of \$50 for the first violation will be doubled for any subsequent violation. All fines must be paid before vendor will be allowed to sell again at the market. **An exception is allowed for sales to Chefs and active market vendors.** Special circumstances may arise, and should be discussed with market master.

**LOADING/UNLOADING PROCEDURES** and arrival times will be detailed in the confirmation of your participation in the market. **COMPLIANCE WITH STAFF INSTRUCTIONS IS REQUIRED AT ALL TIMES.** **Always check in** with market info desk for directions before setting up each week. Our agreement with the market neighbors often does not allow setting up earlier, or staying later, than the times specified. Vendors are expected to stay the entire duration market sales hours, breaking down before closing time is not allowed without prior authorization from market staff.

**NO SMOKING and NO PETS** are allowed in the market vendor area. **THIS IS REQUIRED BY THE MARKET INSURANCE POLICY.** A fine of \$50 can be assessed for violation of this rule. It is highly recommended that you display products out of reach of customer dogs.

**ILLNESSES** are more of an issue for everyone than ever before. If you are ill, please stay home and call the market master to cancel as soon as you can. Food is everywhere at the market. Sneezing, coughing, spitting and other unsanitary behaviors can be detrimental for business at the market in general. Responsible conduct when ill, as well as common sense hygiene practices, is part of the professional behavior expected from our vendors when dealing with the public and fellow marketers.

**SECURE YOUR VALUABLES.** Don't leave cash box on your front table. While rare, most crimes occur because of a perceived easy opportunity. We recommend you examine all bills larger than \$5 for security embeds. Call 911 immediately and notify market manager if you are given any counterfeit money.

# Canopy Safety 101: Your Guide to Canopy Safety at Washington's Farmers Markets

Most accidents at farmers markets involve wind blown tents, canopies and umbrellas. We require all member markets to minimize the risk caused by canopies by following rules for canopy safety.

Canopy weights must be attached to vendor and market canopies at all times.

Member markets shall agree to, and enforce, the following language and shall include the following paragraph in all market contracts, guidelines, and vendor handbooks or policies regarding canopy use. There are insurance implications for failing to enforce this.

*“All vendors who wish to erect canopies (including umbrellas) on the Farmers Market site during a normal period of market operations, including the set up and break down period, are required to have their canopies sufficiently and safely anchored to the ground from the time their canopy is put up to the time it is taken down. Any vendor who fails to properly anchor his or her canopy will not be allowed to sell at the Farmers Market on that market day, unless that vendor chooses to take down and stow their canopy and sell without it. Each canopy leg must have no less than 24 lbs (pounds) anchoring each leg.”*

If your market receives insurance from the WSFMA, there is a \$1000 deductible for each claim. Some markets require the vendor causing this accident to pay that deductible. Markets might want to note this in the vendor contracts, guidelines or vendor handbook.

If canopies need to be taken down in the middle of market due to inclement weather, vendors should direct customers to move out of the way so they are not injured.

## **Weights should be secured in a manner that does not create its own safety hazard.**

- Weights should not cause a tripping hazard
- Weights should be tethered with lines that are clearly visible
- Weights should have soft edges to avoid causing cuts and scrapes
- Weights should be securely attached
- Weights should be on the ground (NOT above people's heads)

Canopies are used at markets to shield vendors and their product from sun and rain, but unpredictable winds can come up at any moment creating a safety hazard if the canopy is not properly secured.

Sufficiently weighted canopies will have at least 24 pounds per leg. One canopy manufacturer recommends at least 40 pounds on each corner of a 10x10 tent; double that on a 10x20 tent. 50 pounds should be used for umbrellas. Weights for signs will vary depending on the size of sign.

## **Always be prepared.**

You should always have your canopy secured to the ground. It is not enough to have the tools necessary to secure your canopy on hand if you do not employ them. Strong gusts can come up without warning anywhere at any time. After your canopy takes flight and causes damage it is too late to decide to secure your canopy. You should assume winds will come. Indeed, they often do.

Always secure canopies. During setup and breakdown periods canopies are vulnerable to wind. Stay alert. During the peak business hours of markets, the mere presence of hundreds of shoppers, along with the tight configuration of all the vendors, creates a disruption in the flow of wind, reducing its force through the market. But at setup and breakdown times, the shoppers are gone, the solid block of vendors is disrupted, and you are at some point in the process of setting up or taking down your canopy. You must be sure to completely secure your canopy as soon as you set it up, and take down your canopy as soon as you remove its ground moorings at the end of the day. Do NOT let yourself be interrupted by ANYTHING in the middle of this process, as a half-secured canopy is as dangerous, if not more dangerous, than an unsecured canopy.

## **Canopy Weights**

The safety of farmers market shoppers should be the goal of every market's staff and vendors. In general, farmers markets are statistically among the safest places in our country. Nevertheless, canopy weights needlessly continue to pose hazards at many farmers markets. Perhaps this is because we are not looking at how we set up our canopies and stalls each day from the perspective of the customer. After all, we are used to being the vendor or manager. But take a minute to really think about it from the customer's point of view...

The average customer is looking at the bountiful tables filled with every sort of fresh fruits and vegetables, processed foods, crafts and so on. In other words, they are looking straight ahead, not down!

Most canopy weights are located on the ground. The customer is not looking where they are. Thus, if the canopy weights are in the path of the customer, the customer will trip over it, kick it, get entangled with it, etc. Therefore, we need to anticipate this ahead of time, and place canopy weights carefully, using materials that are least likely to injure.

## **Examples of good canopy weights:**

- Filling an empty bucket (2.5 gallon works great) with cement and tying this to each corner of the tent with a rope or bungee. It is NOT sufficient to place the bucket on the feet of the canopy.
- Filling buckets/containers with sand/cement that can be anchored or secured with a rope or bungee; these include canvas bags or plastic buckets/containers that have a handle through which a rope or bungee can be secured.
- Sandbag weights that are specially made for securing canopies and weigh at least 24 pounds. These sandbag weights are vertical and can be strapped the legs of the canopy.
- PVC pike capped and filled with cement can be hung on the inside of canopy poles as long as it is secured so that it does not collide with customers.

The best weights are strapped to the bottom of each leg, and then tethered via a bungee to the top corner of the canopy, thus lowering the center of gravity of the canopy.

## **Examples of Bad Canopy Weights**

- Gallon water jugs are not heavy enough for large gusts of wind. One gallon of water weighs 8 pounds. One gallon of water on each corner would be the equivalent of a 3 year old child trying to hold down a 100 square foot parachute.
- Tying tents, canopies or umbrellas to tables, coolers or vehicles provides tripping hazards and frequently does not provide adequate weight. Vendor safety is just as important as customer safety.
- Sandbags that cannot be placed upright and securely tied to the tent or canopy should not be used.
- Tent stakes are barely visible to shoppers and can cause a serious tripping hazard to an unsuspecting customer.
- Never use cement blocks! They are hard, easy to trip over, and are very effective toe and shin breakers.
- At all costs, avoid stretched out cords and lines. Customers and their children will get them wrapped around their arms or legs, causing them to trip and fall, and perhaps pulling over your display in the process.



# SEATTLE FARMERS MARKET ASSOCIATION

## 2010 VENDOR REQUIREMENTS FOR SPACE HEATING EFFECTIVE IMMEDIATELY

All vendors who use an LPG heater at the market, must adhere to all of the following requirements.

- Canisters must be under 5 gallon in size.
- A UL rated Fire Extinguisher, with proper tags, must be onsite at all times when using a compressed gas heater. **The Fire Extinguisher Rating is 2A:40BCorD.**, or higher. Heating unit(s) lacking the required fire extinguisher(s) or proper tags, will be required to shut down the heater unit(s) until the required fire extinguisher(s) is provided.
- Only one canopy side may be erected while heating with a LPG gas heater.
- Heater must be at least 12 inches away from all canopy surfaces.
- VENDOR MUST COMPLY WITH MARKET STAFF DIRECTIONS AT ALL TIMES.
- FOOD PREPARATION REQUIRES INDIVIDUAL FIRE PERMITS-Contact the Fire Dept.

### SAFETY TIPS:

#### Proper Use of the Fire Extinguisher (remember PASS):

**P** Pull Pin while holding tank (not squeezing the handle)

**A** Aim at the Base of the Fire

**S** Stay at safe Distance, Squeeze the Handle

**S** Sweep Side-to-Side, slowly moving toward fire

Please direct all questions about this policy to Market Staff

# Seattle Farmers Market Association

## MISSION STATEMENT

The mission of the Seattle Farmers Market Association, a registered Washington Non-Profit Corporation, is to provide fun and rewarding venues for Washington State's small farms and artisans to bring their highest quality, locally-grown and crafted products to urban residents. Our goal is to help our vendors be successful. Our intention is to facilitate a mutually beneficial connection between our community's residents and the individuals who are maintaining our local farmland and provide a variety of our cultural arts.

Founded in 1990 at the Fremont Sunday Market, we were established as the first neighborhood farmers market outside Pike Place since the 1950's. Our purpose then, as now, is to bring the neighborhood together by creating a European-style local marketplace. In providing a regular event, where diverse people meet and develop positive relationships, we can contribute to building strong communities, and enhance the quality of life for everyone in our region.

We strive for a cooperative, respectful, family-friendly atmosphere that promotes beneficial interactions between our producers, our staff, and the community. Our method of management uses mutual respect as a basis for decisions, and expects the spirit of cooperation to dominate the implementation of our policies. Our commitment is to offer a place that our employees and vendors will earn a living wage while working to their highest potential. When we are successful at our work, our attending customers will perceive themselves as being inter-connected to the market and to the community as a whole.

The nature of a Farmers Market lends itself to the old fashioned tradition of "going to market" and it provides a "town square" for local small farmers to sell their products, bringing rural and urban entrepreneurs together to round out the weekly experience of "market day." With the committed efforts of our vendors and staff to maintain a consistently high quality event, with honest and transparent interactions with everyone we contact, and by strategic use of decorations, promotions, and signage, we can develop an exciting meeting place for neighbors in our City's districts to meet, commune and enjoy the great bounty of our state.